Rolling Stone

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August 21, 1992

Inga Lambert
Media Buyer/Planner
Leo Burnett
35 West Wacker
Chicago, Illinois 60601

Dear Inga,

In response to your letter of August 10 requesting '93 franchise positions for Philip Morris, please note the following.

Your 1993 franchise positions will most likely be the same as 1992 (see attached), based on Philip Morris fulfilling a 60 ad page commitment. At this stage, preliminary discussions between ROLLING STONE management are being held in regard to these positions.

I've also attached a 1993 Publishing Schedule. The closing date for franchise positions are the same as the 4/C close. Regional issues close one week prior to the 4/C close date.

Inga, please give me a call if you need any additional information.

Sincerely,

Ed Berry
Midwest Advertising Manager

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Encl.
cc: Rob Aigner, ROLLING STONE

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Source: https://www.industrydocuments.ucsf.edu/docs/msxn0004